Startbutton provides $20,000 in free transactions and consultations for Africa-bound businesses at Web Summit

Looking to expand to Africa? Startbutton is offering $20,000 in free transactions and expert consultation at Web Summit

For Immediate Release

Startbutton, a leading pan-African Merchant of Record platform, is thrilled to announce that it will be offering free processing on the first $20,000 in transactions and free expert consultations to companies looking to expand their operations to Africa at the 2024 Web Summit.

The offer will be available exclusively to attendees of Web Summit. By taking advantage of this opportunity, businesses can gain valuable insights into the African market and explore how Startbutton's comprehensive suite of solutions can help them seamlessly enter and grow in the region.

"We're thrilled to be participating in Web Summit and to have the opportunity to connect with so many innovative companies," said Bolakale Mallick, CEO at Startbutton. "Our goal is to make it as easy as possible for businesses to expand to Africa, and we believe that this offer will be a great way to showcase the value that Startbutton can bring to their operations."

Founded in 2023 by Mallick, former compliance lead at Paystack (acquired by Stripe), and Kelechi Oti, ex-software engineer at Microsoft, Startbutton helps multinational businesses get paid in African countries in a compliant and tax-efficient manner.

Backed by prominent global investors including Norrsken, Musha Ventures, and Africa Fintech Collective, the startup has rapidly expanded its reach to serve over 100 companies across 20 countries. By partnering with leading payment providers like Paystack and Cellulant, Startbutton is empowering businesses to efficiently scale their operations and tap into the continent's growing market.

Startbutton's platform provides businesses with a comprehensive suite of tools, including payment collections, tax settlement, regulatory compliance, and fraud protection. By leveraging Startbutton's platform, companies can streamline their operations, reduce costs, and reach a wider customer base across eight African countries.

To learn more about Startbutton and its services, please visit the Startbutton [website](#) or stop by the Startbutton booth at Web Summit.

About Startbutton

Startbutton is a leading Merchant of Record helping businesses pay and get paid across Africa while complying with applicable tax laws.

Our comprehensive API stack enables you to collect and send funds in over 10 currencies, streamlining your operations and reducing costs. Trusted by leading enterprises, Startbutton's robust infrastructure provides a reliable and efficient solution for your global expansion needs.

For more information about Startbutton and its services, visit their website at startbutton.africa

For media inquiries, hello@startbutton.com.